through-the-mirror reflection

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My Research Topic/Question

✤ What are the factors that influence the linguistic landscape (LL) of tourist attractions (TA) in Dar es Salaam, Tanzania?

How to define tourist attractions (TAs)?

✤ There are various definitions to TA given by different institutes:

✤ Cambridge Dictionary:

tourist attraction

noun [C] • TRANSPORT, COMMERCE

UK 🔊   US 🔊

a place that people visit for pleasure and interest, usually while they are on holiday:

✤ Canadian TOurism Commision:

As a broad definition, tourist attractions are those places of culture, heritage, nature, or activities that draw people to visit. When the Canadian Tourism Commission, now Destination Canada, planned a survey of Canada's tourist attractions in 1995, there was no official definition of tourist attractions. After consultation, federal, provincial, territorial, and industry stakeholders agreed on a working definition: "places whose main purpose is to allow public access for entertainment, interest, or education" (Canadian Tourism Commission, 1998, p. 3).

How to define tourist attractions (TAs)?

✤ Western Australian Tourism Committee

Tourism Development

POSITION STATEMENT

WHAT IS A TOURIST ATTRACTION

TOWARDS A DEFINITION

To define a **Tourist Attraction** is not simple. Here are two definitions:

1. A physical or cultural feature of a particular place that individual travellers or tourists perceive as capable of meeting one or more of their specific leisure-related needs. Such features may be ambient in nature (eg. climate, culture, vegetation or scenery), or they may be specific to a location, such as a theatre performance, a museum or a waterfall.

    (Dictionary of Travel & Tourism Hospitality Terms / Robert Harris & Joy Howard, Melbourne, Hospitality Press, 1996.)

2. Positive or favourable attributes of an area for a given activity or set of activities as desired by a given customer or market, including climate, scenery, activities, culture.

    (a) Man made attractions are physical structures (Sydney Harbour bridge) or events (Olympics).

    (b) Natural attractions are physical phenomena deemed unusual and /or beautiful (Bungle Bungles).

    (c) Secondary attractions have tourist appeal, but are not the primary reason for visiting a location.

    (d) A negative attraction is an attribute of an area that tends to make some customer or market choose **not** to visit as for example pollution or no activities.

    (The Dictionary of Hospitality, Travel and Tourism / Charles J. Metelka, 3rd ed., Delamr, New York, 1990.)

How to define tourist attractions (TAs)?

✤ Thus, in my opinion, a TA is a place that people visit for leisure. Since there is no strict definition to TA, it can be an open topic to decide which TAs I want to study in my research.

✤ I want to be objective but at the same time, also display my subjective initiative in defining the TAs in Dar es Salaam. So I decide to combine several sources available to find out the most well-recognised and characteristic TAs in Dar es Salaam. The sources I plan to use include TripAdvisor, YouTube travel vlogs, Tanzania Tourist Board (it is a governmental institute and they list some TAs on the website), and travel agencies' trip itineraries.

✤ Those are the moments when I gradually cleared my doubts/confusion about defining TAs.

Linguistic landscape (LL) and its data collection

✤ First of all, what is the definition of LL?

✤ The field of LL study is still relatively new but evolving rapidly with an increasing number of researchers paying attention to it. One of the first definitions given to LL is "the visibility and salience of languages on public and commercial signs in a given territory or region" (Landry & Bourhis, 1997). However, nowadays, the meaning of LL can be extended to an overview of the languages that are used, either written or spoken.

✤ In my research, I decide to focus on studying the written/visible LL. So, basically all the visible languages you can see at the TAs are part of my research.

Linguistic landscape (LL) and its data collection

✤ After figuring out the definition, here comes the real challenge. How can I collect my data without being able to do my study in field?

✤ The online resources are extremely limited and are far from enough for my research. Thus, it seems that I will have to hire somebody in field to help me collect the data (take pictures of the visible LL). I need to work out a very detailed methodology for the photographer to follow so the execution of data collection can be closer to what I expect.

✤ However, I still have some doubts in my head.

✤ 1) Will this photographer I hire become a co-creator of my research to a certain extend?

✤ 2) Is there going to be any ethical issue once I involve another personal in my research?

✤ I would love to get some feedback from you. Asante sana!

That is my through-the-mirror reflection.
Thank you for your time!